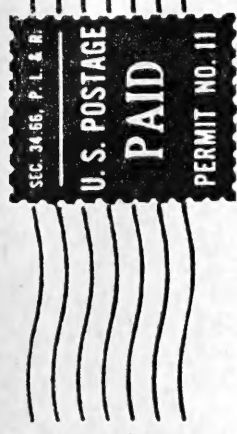


62.61 Index*



THE NEW YORK AND NORTHEASTERN
STRAWBERRY ASSOCIATION, Inc.

HONEOYE FALLS, NEW YORK



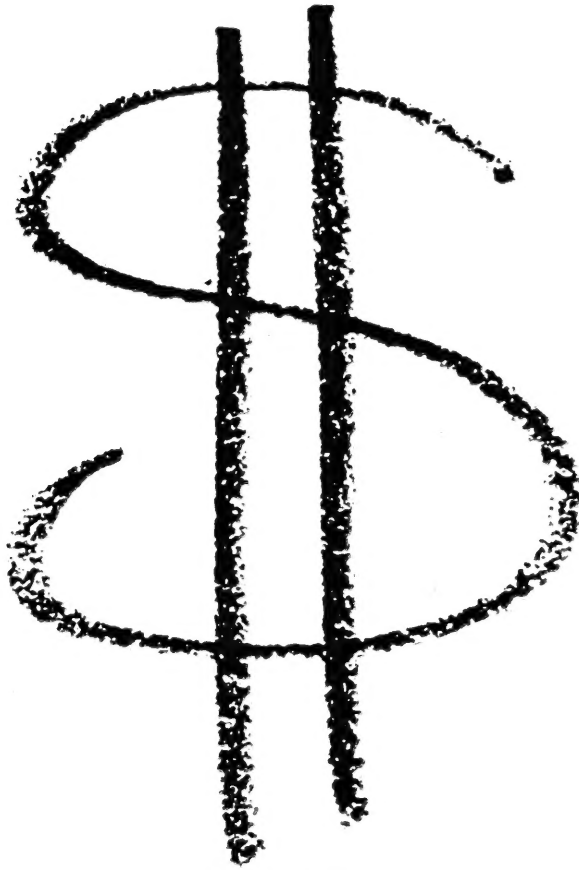
PENALTY FOR PRIVATE USE TO AVOID
PAYMENT OF POSTAGE, \$3.00
(GPO)



1956
PRICE LIST

U. S. Dept. of Agriculture
Food and Nutrition Administration

**DOLLARS SAVED
OR
DOLLARS EARNED
THERE ARE**



**FOR
YOU
IN THIS NEW TYPE OF
NURSERY-INVESTMENT
PLAN**

ALL PRICES SUBJECT TO 20% DIS

SAVINGS ON YOUR PURCHASES

THINK! For every ten dollars you invest in Class B shares of the New York and Northeastern Strawberry Association (successor to The Berry Patch), you are entitled to ten dollars worth of discount between August 1 of one year and July 31 of the following year, at the rate of 20% or one fifth of the total of each purchase you make from the Association. This discount is good year after year, not only in the first year of your investment, and will remain your privilege as long as you remain the investor.

You will not be able to carry unused discounts from one year to the next, but you may use your discount on purchases made by others if the order is placed *by you for them*. Your investment and your discount privilege are irrevocably tied together, so that while you may give or sell your interest in the Association to another, you will thereby transfer to him or her, your discount privilege also. Such transfers must be recorded by the Association to be effective.

The discount privilege will apply to all nursery stock, merchandise, products or services offered for sale by the Association except for Postal charges such as Special Delivery or Special Handling and Collect Freight. If the Association cannot give the discount, it will not list the item. Purchase discounts may *not* be applied to C.O.D. orders.

CASH ON ORDERS YOU TAKE

Everyone likes to recommend a good product. It is selling at its easiest when the product is *so* good, people ask you where you can get it. This is your opportunity as an investor in the Association to take full advantage of your discount privilege.

Show your friend the Association price list and offer to place his order for him. When he has made his selection and decided the quantity and kinds of merchandise he wants, take down his name and address carefully, record the order and figure the amount of money the order comes to. It is this amount you collect from your friend. When you send the order to the Association, and this should be done promptly, you deduct your discount (20% or one fifth of the total you have collected) and send only the balance. Thus you collect your cash "commission" on the sales you make at once, and your Association takes over from there, shipping quality and satisfaction to your "customer" with no further effort on your part.

How much money can you make each year this way? This is very much up to you. Dollar for dollar, your annual discount privilege equals your total investment in the Association. So if you invest \$50.00, you can make \$50.00 a year, by taking orders for Association merchandise totaling \$250.00. If you take only \$200.00 worth of orders, you will make 20% of \$200.00 or \$40.00. On the other hand, if your total orders in one year amount to \$300.00 and your investment is \$50.00, you can make only the amount of your investment—\$50.00.

Established nurserymen and fruit merchants who wish to use this plan should gauge their investment by 20% of their normal gross sales of plants or berries. The Association will have no "wholesale" price list and the discount privilege will extend *only* to eligible Association investors in Class B shares.

COUNT TO CLASS B SHAREHOLDER

DIVIDENDS FROM ASSOCIATION EARNINGS

The New York and Northeastern Strawberry Association is an incorporated business. Association investors are stockholders and thus, part owners of the business to the extent of their investment. At the year's end—July 31, in this case—after all costs have been accounted for and necessary funds provided for work in the coming year, remaining earnings of the Association are subject to "dividends". This dividend is a distribution, amongst the owners of our business, of unused profits or "free earned surplus".

All investors in the Association may receive such distribution of the unused profits annually. Investors in Class A stock must receive a 6% dividend first, for Class A shareholders have no purchase discount privileges. After this dividend has been provided for, the balance of unused profits may be distributed equally amongst *all* the shareholders of the Association, whether their investment is in Class A or Class B stock.

How much this dividend will be, depends on many things. It depends first of all on a high volume of sales; secondly on low costs of producing Association products and administering the business; and thirdly on how many shares of Class A and Class B stock are eligible for dividends. (Those issued to investors by March 1 of the year in which dividends are to be distributed.)

Assuming that all Class A and Class B shares are issued by March 1 of 1958 and that there are \$10,000 unused profits at July 31, 1958 (our estimate), Class A shareholders would first receive 6% of their total investment of \$50,000 or \$3,000.00. The remaining \$7,000 would then be distributed equally amongst the 5,000 Class A shares and the 5,000 Class B shares—or 70c per share.

Producing quality at low cost is solely the responsibility of your Association management, appointed by the Board of Directors whom the shareholders elect annually. Maintaining sales at the maximum high level is a responsibility shared by Association management and Class B Shareholders.

If the sales volume is high and costs low—which is the objective, of course—the annual dividends can be very rewarding. If the sales volume is short and costs normal or higher than anticipated, then it might be that dividends would be available only to Class A shareholders for that period.

With this in mind, it is not difficult to see that the Class B shareholder, through his purchases and sales to others, has much to do with the amount of dividends his investment will earn for him.

HOW CAN YOU LOSE?

When you plant your garden, do you think of it as an investment you might lose? We gardeners know we can lose our investment of labor and the cost of seeds, plants and fertilizer through carelessness or some freak of nature over which we have no control. But the loss we sustain in gardening is limited to what we have put into it. So in the Association, your possible loss is limited to the amount of your investment.

By taking your purchase discounts fully every year on Association products (which must be priced in line with all other like nursery products, in order for us to do business at all), it becomes a matter of impersonal mathematics—Association Class B shareholders cannot lose!

NEW PACKAGING

From now on, your Berry Patch strawberry plants will come to you in clear, polyethylene plastic bags, bare-rooted and with crowns exposed for "breathing".

Scientific research and subsequent nursery experience have proven that plastic packaging delivers a better product to the gardener and greatly reduces the threat of plant loss in delayed parcel post shipments that was so frequently experienced with the old fashioned moss and paper wrappings. Plastic wrappings are not proof against ALL the things that can happen to living nursery stock from our hands to yours, but the hazards are greatly reduced which we consider an admirable achievement.

If you are not able to set your plants immediately on arrival, remove the outer wrappings only and put the plants, bag and all, in the refrigerator, seeing that the tops are not allowed to dry. We've held plants six weeks or more in this manner with no ill effects. For emergencies only, however.

NEW SHIPPING DATES

New this year is our ability to ship your strawberry plant order any time after February or to hold it completely dormant, way into June, if weather conditions foil your early planting plans. It is still wise to take advantage of a long growing season by setting strawberries just as early as you can, but fully dormant plants will successfully come through a very late planting too—especially if you give the new planting all the water the soil will take without puddling, for at least three weeks after planting.

Your fully dormant plants will not arrive with a wealth of luxurious foliage attached. Be glad of that! The foliage is there, unwilted and unfurled in the vigor-packed crowns, all set for rapid take-off once the dormant period is broken by a few days of warm sun and moist soil. If you set in cool, cloudy weather and cold ground, expect the plant dormancy to last a week or more.

Just because we can extend the shipping date of your plant order does not mean you can safely delay *placing* your order. There always comes a time when we are sold out of wanted varieties and must substitute or return your order unfilled. This disappoints us just exactly as much as it does you. Maybe more!

Our very popular "GROWER PACK" for 1,000 or more plants of one variety, layered in damp peat moss and ready to set in the field with no bundles to untie, is available only on orders placed before March 31. Please specify "GROWER PACK" on the order blank if you prefer this time and labor saver. There is no extra charge.

NEW PLANT RELIABILITY

It is now established that we have a #1 Strawberry enemy common to all garden crops, but apparently more than vicious where strawberries are concerned. You've undoubtedly heard about it—the soil nematode. You can't see it with the naked eye, but its work on the roots of strawberry plants is very apparent.

Unfortunately no nurseryman is going to get rid of nematodes completely in a year or so, but a few very advanced growers have made the start. We didn't have the means to do this fairly involved work ourselves last year when nursery beds were being planted, but we contacted a grower who was equipped and would grow plants for us until we can get our own program going this year. Therefore it is to him that we owe much of the improved quality that has been grown into the plants we ship this season.

As a double check, every plant we handle will be twice inspected in our own packing shed by our own experienced help, each of them entirely familiar with the signs and importance of nematode infection. Their instructions—cull the nematode-damaged plants. Your results—a much more reliable setting of strawberries and more and larger fruit to pick.

Where varieties grown from virus-free stock are available this year, we are providing those plants—marked "VF" on your price list. Virus-free Eden, Erie and Superfection are not ready for commercial distribution this season.

OUR RESPONSIBILITY TO YOU

In the event that you receive a shipment of strawberry plants that you do not consider up to Berry Patch quality, please help us make speedy adjustment by notifying us *at once*. We will ship you replacement plants or refund your money, whichever you request.

It is our responsibility to see that you receive plants of the variety and in the quantity that you have ordered and that the plants arrive in full vigor and good condition at the shipping point you have specified. But because of different gardening methods, soil, handling, weather and other conditions beyond our control, we regret we cannot adjust Spring claims made to us after June 15.

1956

PRICE

LIST . . .



THE NEW YORK AND NORTHEASTERN STRAWBERRY ASSOCIATION, Inc.
HONEOYE FALLS, NEW YORK

QUALITY STRAWBERRY PLANTS

For The Discriminating Gardener

GROWN FROM VIRUS-FREE STOCK UNDER
VIRUS AND NEMATODE CONTROLLED CONDITIONS

TWICE INSPECTED
BY EXPERIENCED NURSERY WORKERS

PLUS

New moisture-preserving packaging.

New early and late shipping dates.

New reliability in fine plants.

New offerings of products for your gardening
pleasure . . . and better results.

